

**National Network of Libraries of Medicine**

**Outreach Evaluation Resource Center**

**Quarterly Report**

**August 1, 2007 – October 31, 2007**

**University of Washington**

**Date submitted: September 16, 2008**

## TABLE OF CONTENTS

Executive summary_____	2
Classes and consultations_____	2
Web site_____	3
Dissemination of effective practices_____	3
Subcontractor update_____	4
Other staff activities_____	4

## Executive summary

The OERC continued to participate in the Emergency Preparedness Core Group discussions and provided project background to Dan Wilson from the Claude Moore Health Sciences Library at the University of Virginia, who took over coordination of the project in September.

Course development was a primary focus during this quarter, with the Community Assessment and Planning Outcomes-Based Projects fine-tuned and then taught by Susan Barnes and Cindy Olney for the first time at the end of October in Houston. The Measuring Your Impact: Using Evaluation for Library Advocacy class was updated and taught by Susan Barnes and Maryanne Blake in Baltimore in mid-October. Development of the Data Collection class began in preparation for teaching it in February. Susan Barnes and Cindy Olney also provided 19 consultations on various evaluation projects for RML staff, NNO, and network members. They also assisted Sabrina Kurtz-Rossi, the consultant overseeing MLA's health literacy project, with development of evaluation methods.

## Classes and consultations

TABLE 1. Classes and consultations

<b>Date</b>	<b>Responsible staff (last name)</b>	<b>Class/consultation topic</b>	<b>Location (city, state) of class or last name of consult recipient</b>
8/1/2007	Olney	Consult: retrospective pre-test lit	Sharon Brown, NTCC, New York NY
8/1/2007	Barnes	Consult: Library value	Kathy Martin, Willamette Falls Hospital, Oregon City, OR
8/8/2007	Barnes	Consult: TC4C-Outreach Connections	Claire Hamasu, MCR, Salt Lake City, UT
8/9/2007	Barnes	Consult: TC4C-Outreach Connections	Claire Hamasu, MCR, Salt Lake City, UT
8/15/2007	Barnes	Consult: Library value	Kathy Martin, Willamette Falls Hospital, Oregon City, OR
8/17/2007	Olney	Consult: GMR focus group study	Tammy Mays, GMR, Chicago, IL
8/28/2007	Barnes; Olney	Consult: evaluation liaison teleconference	Evaluation Liaisons, NNO, Bethesda, MD
9/11/2007	Barnes	Consult: TC4C-Outreach Connections	Claire Hamasu, MCR, Salt Lake City, UT
9/11/2007	Barnes; Olney	Consult: MLA health literacy project	Sabrina Kurtz-Rossi, MLA, Boston, MA
9/25/2007	Olney	Consult: GMR focus group study	Ruth Holst, GMR, Chicago, IL

9/27/2007	Barnes, Olney	Consult: Buddy RML planning	Core Group, NNO, Seattle, WA
9/25/2007	Barnes; Olney	Consult: evaluation liaison teleconference	Evaluation Liaisons, NNO, Bethesda, MD
9/25/2007	Barnes; Olney	Consult: evaluation liaison teleconference	Evaluation Liaisons, NNO, Bethesda, MD
10/1/2007	Barnes	Training: Logic Model	PNR&PNC/MLA, Billings, MT
10/3/2007	Barnes; Olney	Consult: NER RML needs assessment	Javier Crespo, NER, Shrewsbury, MA
10/4/2007	Barnes	Consult: PSR joint chapter meeting	Heidi Sandstrom, PSR, Los Angeles, CA
10/4/2007	Barnes	Consult: evaluation training at chapter meeting	Heidi Sandstrom, PSR, Los Angeles, CA
10/4/2007	Barnes; Olney	Training: Logic Model	Karen Vargas, SCR, WebMtg
10/5/2007	Barnes	Consult: regional preparedness	Cathy Burroughs, PNR, Seattle, WA
10/9/2007	Olney	Consult: Proposal outcome review	Mary Beth Klofas, University of Rochester Medical Center, Rochester, NY
10/9/2007	Barnes; Olney	Training: Clever evaluation	Sue Hunter, MAR, WebMtg
10/11/2007	Olney	Consult: logic model slides	Donna Timm, LSU Health Sciences Center - Shreveport, Schreveport, LA
10/12/2007	Barnes; Blake	Training: Measuring Your Impact	Dale Prince, SE/A, Baltimore, MD
10/31/2007	Barnes; Olney	Training: Community Assessment	Karen Vargas, SCR, Houston, TX
10/31/2007	Barnes; Olney	Training: Outcomes-based Program Planning	Karen Vargas, SCR, Houston, TX

### Web site

A location was created on the NN/LM StaffWiki for Measuring Your Impact: Using Evaluation for Library Advocacy course materials. This is a site where instructors of the class can share PowerPoints and handouts with each other.

### Dissemination of effective practices

The OERC distributed 30 sets of “Planning and Evaluating Health Information Outreach” booklets plus 5 copies of “Measuring the Difference.”

The OERC continues to develop learning circles for the evaluation liaisons’ teleconferences. In August, the learning circle topic was “questionnaire response rates”: how to increase response rates for questionnaires and how to assess or compensate for response bias when you have low response rates. The learning circle

content emphasized survey-distribution methods found through research to be the most effective in generating high response rates. Maryanne Blake, Sue Hunter, and Betsy Kelly contributed their experiences with their region's network member surveys. Their experiences confirmed the research findings but also gave others a practical description of how these standard methods can be applied and the effort involved in getting a good response rate.

Susan Barnes continued to participate on the Tribal Connections Four Corners Effective Practices Committee and on the Outreach Connections Native Health Information Steering Committee and Publicity/Evaluation Subcommittee.

### **Subcontractor update**

Not applicable. The OERC has no subcontracts at present.

### **Other staff activities—this section is organized according to OERC's goals for the 2006-2011 contract**

#### *1. Develop awareness, skill, and capacity in use of evaluation methods.*

#### Training:

- Cindy Olney completed the first two workshops in the Outreach Evaluation series (Community Assessment and Planning Outcomes-Based Programs) and taught them with Susan Barnes in October in Houston
- Susan Barnes and Maryanne Blake updated the Measuring Your Impact class and taught it at the MLA Mid-Atlantic Chapter annual meeting in October in Baltimore
- Susan Barnes participated in the NLM/NTCC PubMed search clinic to see how Adobe Connect can be used for pre- and post-tests
- Susan Barnes gave a presentation at the Pacific Northwest Chapter/MLA annual meeting in Billings, MT titled, "Logic Models: Who Cares?"
- Cindy Olney developed and presented webinars for network members in the NN/LM Mid-Atlantic Region and the NN/LM South Central Region. These two hour-long sessions were presented via Adobe Connect and were titled "Logic Models" and "Clever Evaluation"
- Susan Barnes provided an orientation about the NN/LM OERC to the new NLM Associate Fellows

*II. Develop mechanisms to disseminate and use evaluation findings to help NLM and the NN/LM document and demonstrate their accomplishments*

Publications:

- Cindy Olney contributed a post to the OERC Blog about needs assessment and Sue Hunter contributed one about the NN/LM Mid-Atlantic Region's value of libraries planning study.

*III. Strengthen and build an evaluation culture throughout NN/LM.*

Evaluation Liaisons:

As part of capacity building for RML staff, the OERC conducted two Evaluation Liaisons teleconferences this quarter: the first one a learning circle about response rates, and the second an overview of the OERC section of the NN/LM StaffWiki.

Evaluation:

Cindy Olney continued the Measuring Your Impact follow-up study, sending six-month follow-up questionnaires to participants from three MYI classes.

*VI. Provide consultation and direction in implementing evaluation systems, structures, and resources to help the NN/LM's efficacy and efficiency.*

Consultations are listed in Table 1, above.

*V. Enhance and refine use of community-based approaches to evaluation.*

Cross-regional collaboration

- Cindy Olney and Susan Barnes provided introduction and background to Dan Wilson on the NN/LM National Emergency Preparedness project so far as part of preparing him to take on the role of coordinator
- Cindy Olney and Susan Barnes participated in NN/LM National Emergency Preparedness core group teleconferences and RML Buddy calls
- Susan Barnes participated on the Tribal Connections Four Corners Effective Practices committee and on the Steering Committee and Publicity/Evaluation Subcommittee of the Outreach Connections Native Health Information project